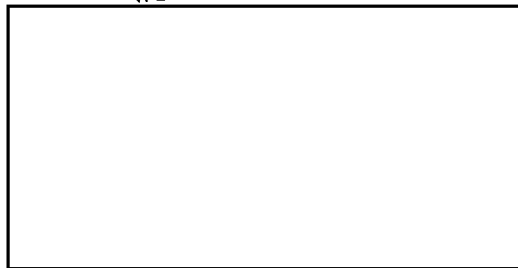


This is the basic of the letter the Director
wrote to Mr. Kleberg on 26 March.



BLP

ack to

ER copy.

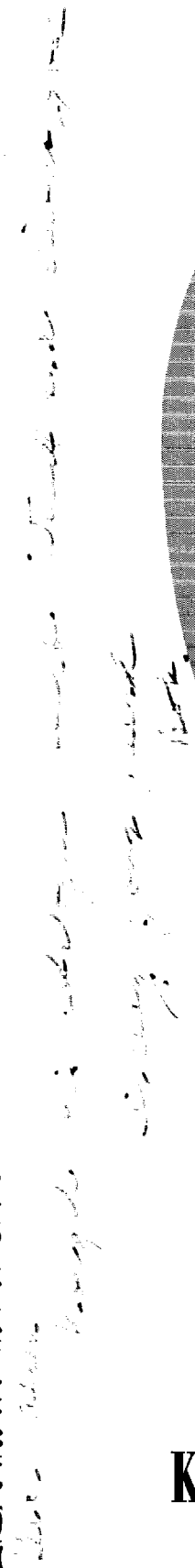
Chris

WCE/K

STAT



**NINTH ANNUAL SALE
OF
SANTA GERTRUDIS BULLS
AND
KING RANCH QUARTER HORSES
KING RANCH, KINGSVILLE, TEXAS
THURSDAY, APRIL 9, 1959**





A group of two-year-old Santa Gertrudis show heifers. Left to right: Mary, 1360 pounds; Lola, 1415 pounds; Gracy, 1475 pounds.

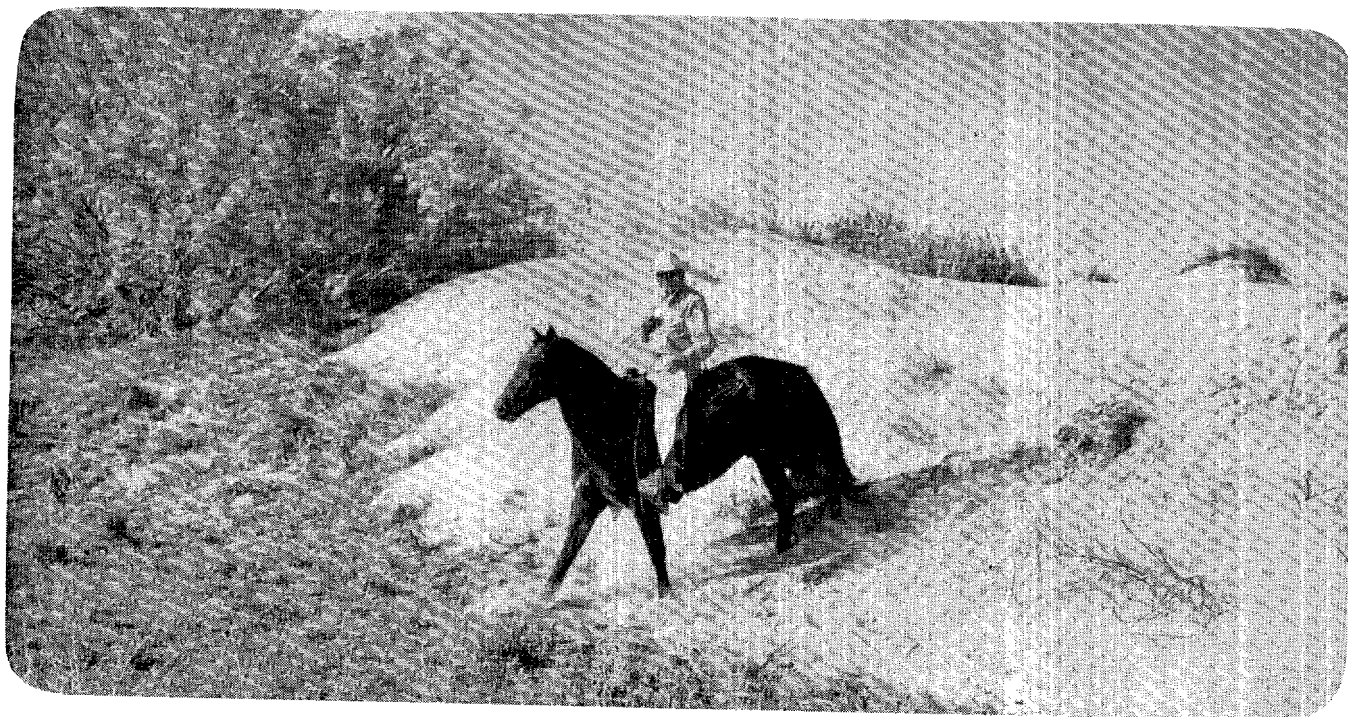
TERMS OF SALE:

CASH AND IMMEDIATE DELIVERY.

All pictures in this catalogue are for reference only.

WALTER BRITTEN, Auctioneer

King Ranch (Australia) Pty. Ltd. will hold its next annual SANTA GERTRUDIS bull auction, early in November, 1959, at Risdon Stud, Warwick, Queensland, Australia.



A good using Quarter Horse.

AN INVITATION

The KING RANCH management and personnel take pleasure in inviting you to the NINTH ANNUAL sale of superior breeding stock, consisting of Santa Gertrudis bulls and KING RANCH Quarter Horses, on APRIL NINTH, 1959. We shall offer at auction 25 QUARTER HORSE COLTS AND FILLIES at 10:00 A.M., and 25 SANTA GERTRUDIS BULLS at 2:00 P.M.

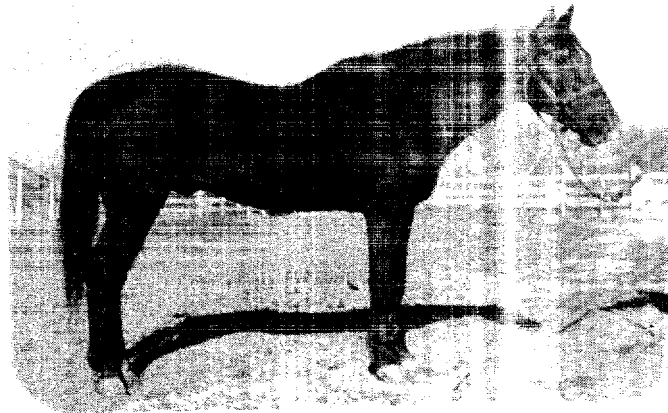
Since our first auction in November, 1950, the Santa Gertrudis breed of beef cattle has gone far afield. From time to time, just as a matter of interest, we shall try to keep you abreast of its progress.

Sincerely yours,

Robert J. Kleberg, Jr.
President
King Ranch, Inc.



W



OLD SORREL

FOUNDATION SIRE OF KING RANCH QUARTER HORSES

KING RANCH is unable to find any blood better suited to its ranch use and to the raising of Quarter Horses than the blood that has sprung from OLD SORREL. We, therefore, continue to intensify his blood by King Ranch breeding methods to produce for ourselves and for others, horses that the ranch

reels it can stand behind to fulfill the need of the cattle country, or the show ring, and of the horsemen who just want a nice ride. The colts offered in this sale will exemplify the prepotency of this family.

THE BLOOD OF OLD SORREL CARRIES ON!



MONKEY

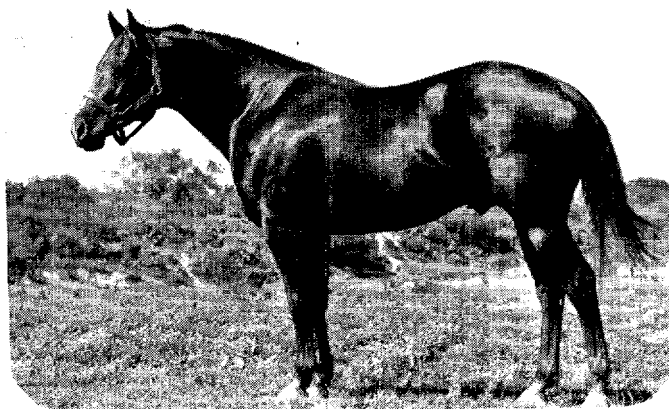
FOUNDATION SIRE OF THE SANTA GERTRUDIS BREED

IN TEXAS the leading livestock state in the United States, the King Ranch dedicates itself to the raising and developing of fine livestock. Just as in the case of Old Sorrel in the Quarter Horses, it was unable to find a better individual than MONKEY in the development of its cattle. Most of the cattle on King Ranch are descendants of MONKEY. In a very short time they will all carry his blood. The Santa Gertrudis breed, which was developed from this bull, has played the most important part in the development of King Ranch cattle.

King Ranch has up to now booked and filled orders for Santa Gertrudis bulls in the sequence in which they were received, but the demand still exceeds its ability to supply them. For that reason we are now offering, for the ninth time, approximately 25 head of yearling bulls so that our friends may have a chance to evaluate them and acquire one immediately rather than wait their turn on our long booking list.

AMERICA'S FIRST BREED OF BEEF CATTLE

W

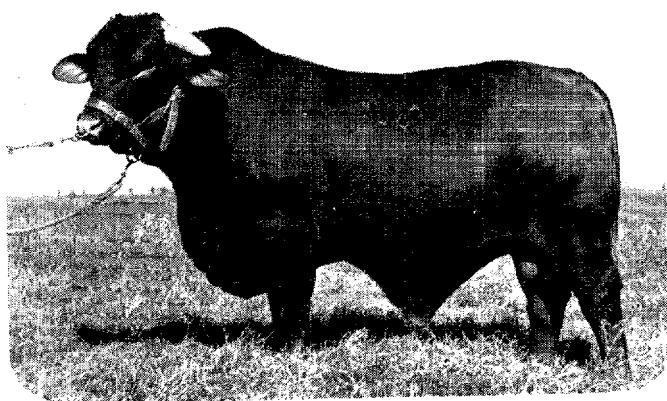


HIRED HAND'S CARDINAL

PRESENT DAY KING RANCH QUARTER HORSE SIRE

HIRED HAND'S CARDINAL by Hired Hand, out of Listona Azule, is a direct descendant of Old Sorrel, the foundation sire of King Ranch Quarter Horses.

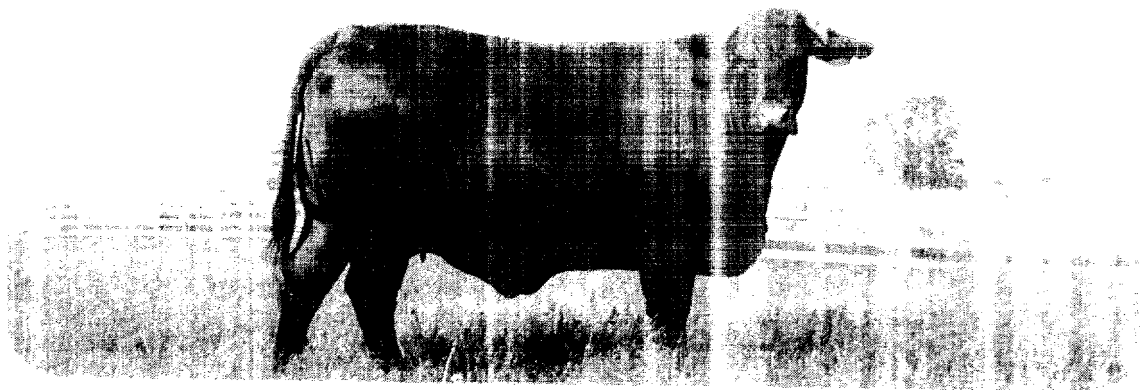
Thanks to their progenators, we have been able to develop our present breed of King Ranch Quarter Horses and the Santa Gertrudis Breed of Beef Cattle, as you see them today.



CAMOTE

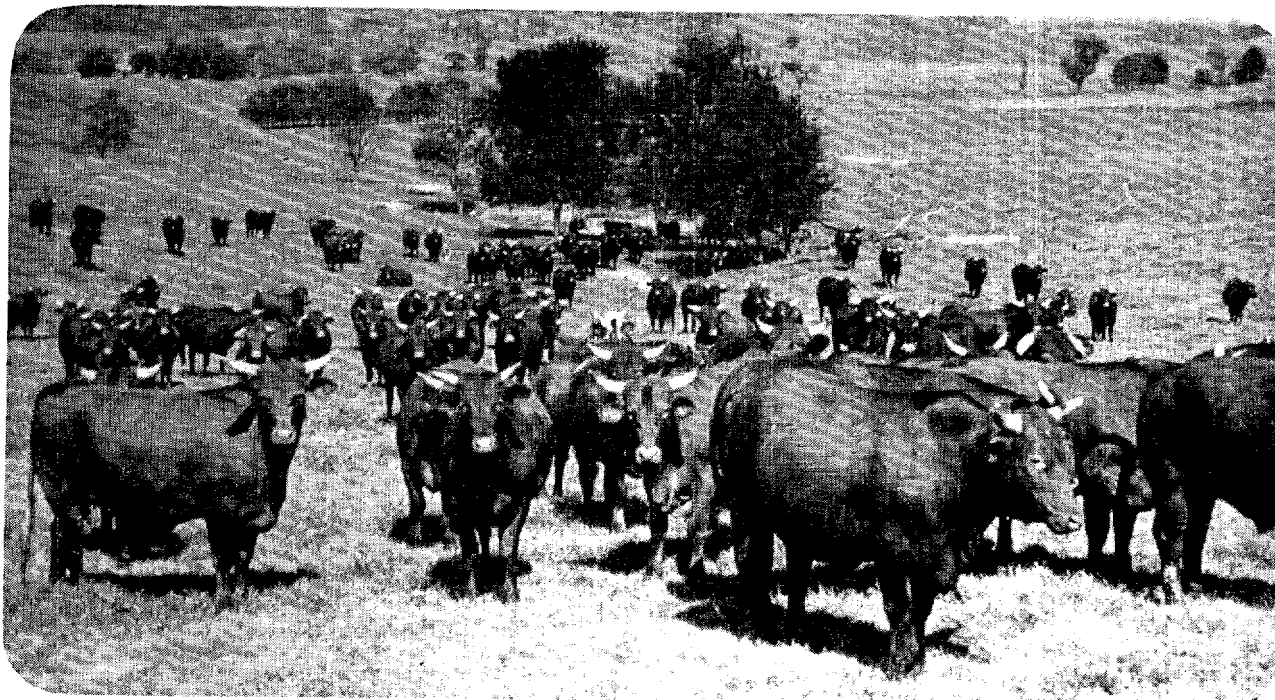
PRESENT DAY SANTA GERTRUDIS SIRE IN A SINGLE SIRE HERD

CAMOTE, at 21 months, weighed 1535 pounds. Camote, as are all of the cattle on King Ranch, is descended from Monkey, the foundation sire of the Santa Gertrudis Breed.



2. What is the significance of the fact that the first two





Santa Gertrudis steers being readied for Eastern markets on the improved pastures of Buck & Doe Run Valley Farms, Chester County, Pennsylvania.

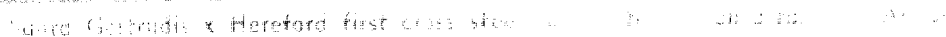
THE ADAPTATION OF THE BREED TO CLIMATIC CONDITIONS

Recent studies in the metabolism laboratories of the University of Missouri showed that the Santa Gertrudis breed, due to its high metabolic rate, was not adversely affected by the normal ranges in temperature of the tropics or the temperate zones, which accounts for their special ability to reach early maturity under world-wide conditions. One of the reasons given for their high metabolic rate is their high thyroid activity. The average market age for Santa Gertrudis steers, properly handled, is 18 to 20 months.

During 1958, seven official Rate-of-Gain tests were carried out at six different experimental

stations in Texas, Alabama, Georgia, Florida and Mississippi. These tests comprised 141 purebred Santa Gertrudis yearling bulls from 38 different herds, fed 140 days on growing rations. The seven group average was 2.46 pounds per day, the highest individuals of the seven tests averaged 3.23 pounds per day and the highest single individual bull gained 3.90 pounds per day.

Santa Gertrudis cattle are now established in 35 foreign countries and in 42 states of the United States, with equally good results in cold and warm countries.



12) In 1956 an Arizona rancher, F. J. Pineda, had no experiences of note in venture he had. 13) Since Corrales & Harford steers, predominantly 14-month-old, were not sexed and bled, due to the low number that were fed 142 days. According to report, in with 556.6 pounds and out was 94.6 pounds. Feed conversion was 9 pounds feed per pound gain.

1. The first step is to identify the problem. In this case, the problem is that the company is not meeting its sales targets.

KING RANCH QUARTER HORSES ON THE RANGE

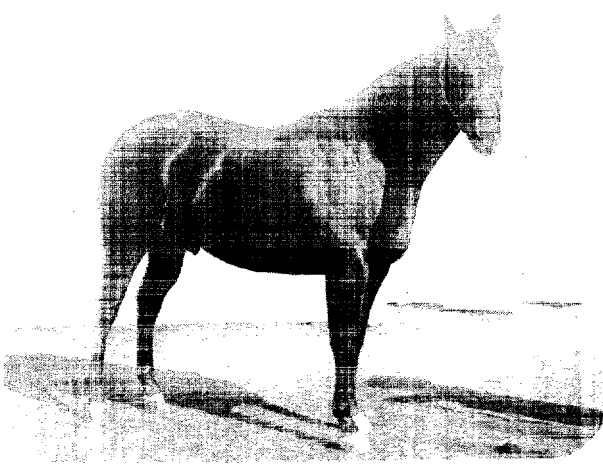


Cutting horse at work.



Working a herd of Santa Gertrudis cattle mounted on a King Ranch Quarter Horse.

ATL RANCH QUARTER HORSE SHOWING AT HALLER



ATL
1-1-73



ATL
1-1-73



ATL
1-1-73

ATL
1-1-73



- - - AND THEIR WINNINGS IN 1958-1959

ALGO P-63,952

1958 record

Gatesville, Texas, 1st
Haskell, Texas, 1st & Reserve Champion
Valley Mills, Texas, 1st & Grand Champion
Richland Hills, Fort Worth, Texas, 1st & Grand Champion
Cleburne, Texas, 1st & Reserve Champion
Forest Park Stable, Fort Worth, Texas, 1st & Grand Champion
Lorena, Texas, 1st & Reserve Champion
Abilene, Texas, 1st & Reserve Champion
Cowtown Posse, Fort Worth, Texas, 1st & Reserve Champion
Weatherford, Texas, 1st & Reserve Champion
Cedar Hill, Texas, 1st
Meridian, Texas, 1st

Gladewater, Texas, 1st & Reserve Champion
Keller, Texas, 1st
Horseshoe Club, Fort Worth, Texas, 1st
Gainesville, Texas, 1st
Fairfield, Texas, 1st
Irving, Texas, 1st
Jacksboro, Texas, 1st
Austin, Texas, 2nd
Vernon, Texas, 2nd

1959 record

Fort Worth, Texas, 1st & Grand Champion
Odessa, Texas, 2nd
San Antonio, 1st & Reserve Champion

MR. KLEBERG P-62,751

1958 record

Chicago International, 1st
Richland Hills, Fort Worth, Texas, 1st & Reserve Champion

Rockford, Illinois, 1st & Reserve Champion
Wisconsin State Fair, 1st & Grand Champion
Kane County Fair, Illinois, 1st & Grand Champion

GITANA CHICA P-85,133

1958 record

Arlington, Texas, 1st & Reserve Champion
Valley Mills, Texas, 1st & Reserve Champion
Richland Hills, Fort Worth, Texas, 1st
Abilene, Texas, 1st
Vernon, Texas, 1st
Weatherford, Texas, 1st
Meridian, Texas, 1st & Grand Champion
Keller, Texas, 1st

Jacksboro, Texas, 1st & Grand Champion
Richland Hills, Fort Worth, 1st & Grand Champion
Gladewater, Texas, 2nd
Horseshoe Club, Fort Worth, Texas, 2nd
Irving, Texas, 2nd
Dallas Fair, Dallas, Texas, 2nd

1959 record

Monahans, Texas, 1st & Reserve Champion
San Antonio, Texas, 1st & Reserve Champion

ANITA CHICA P-76,322

1958 record

Haskell, Texas, 1st and Reserve Champion
Forest Park Stable, Fort Worth, 1st
Gainesville, Texas, 1st & Grand Champion
Valley Mills, Texas, 2nd
Abilene, Texas, 2nd

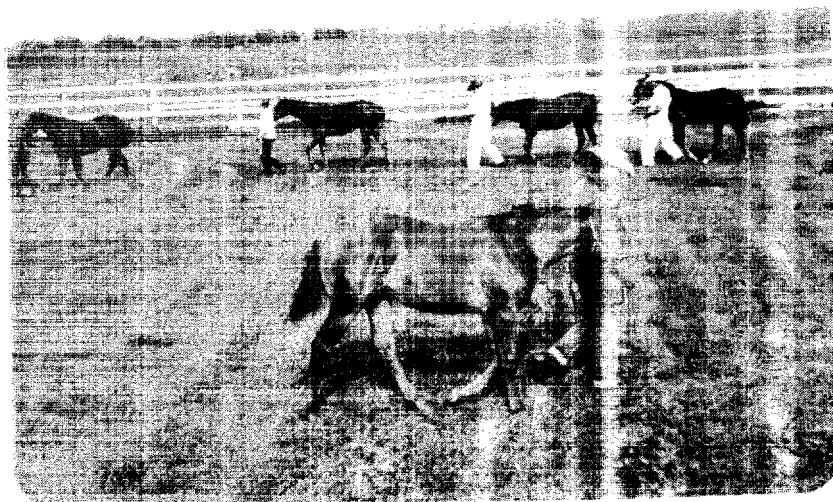
Cedar Hill, Texas, 2nd
Jacksboro, Texas, 2nd
Richland Hills, Fort Worth, Texas, 2nd

1959 record

Odessa, Texas, 1st & Grand Champion
Fort Worth, Texas, 1st



WRC



King Ranch Quarter Horse - Darlings Do No. 1 - Gen. 10-50

LOT 1 - WHITE

Chestnut

10/1/50

Gen. 10-50

Produced April 1950

Produced April 1950

10/1/50	10/1/50	10/1/50	10/1/50
10/1/50	10/1/50	10/1/50	10/1/50
10/1/50	10/1/50	10/1/50	10/1/50
10/1/50	10/1/50	10/1/50	10/1/50
10/1/50	10/1/50	10/1/50	10/1/50
10/1/50	10/1/50	10/1/50	10/1/50
10/1/50	10/1/50	10/1/50	10/1/50
10/1/50	10/1/50	10/1/50	10/1/50
10/1/50	10/1/50	10/1/50	10/1/50
10/1/50	10/1/50	10/1/50	10/1/50

LOT 2 - WHITE

Chestnut

10/1/50

Gen. 10-50

Produced May 1950

Produced May 1950

10/1/50	10/1/50	10/1/50	10/1/50
10/1/50	10/1/50	10/1/50	10/1/50
10/1/50	10/1/50	10/1/50	10/1/50
10/1/50	10/1/50	10/1/50	10/1/50
10/1/50	10/1/50	10/1/50	10/1/50
10/1/50	10/1/50	10/1/50	10/1/50
10/1/50	10/1/50	10/1/50	10/1/50
10/1/50	10/1/50	10/1/50	10/1/50
10/1/50	10/1/50	10/1/50	10/1/50
10/1/50	10/1/50	10/1/50	10/1/50

LOT 3 - WHITE

Light Chestnut

10/1/50

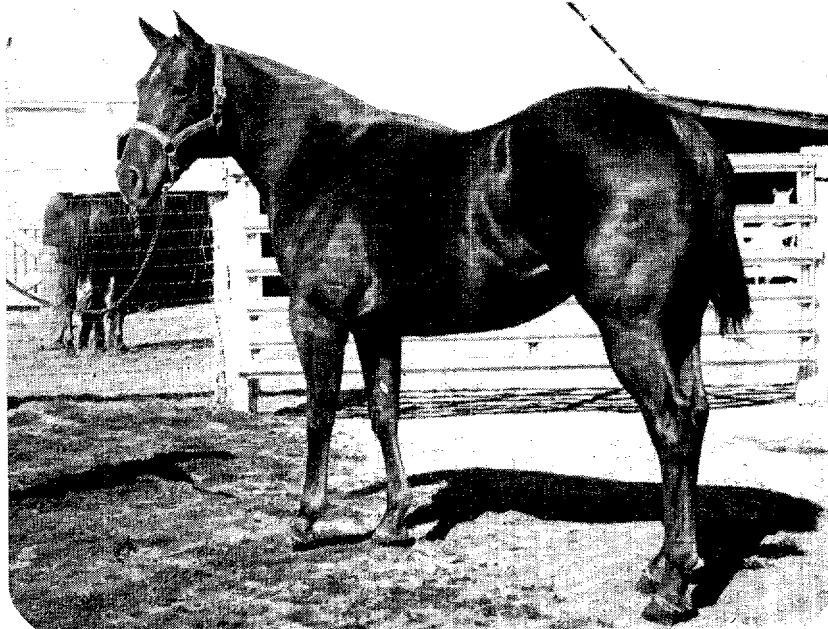
Gen. 10-50

Produced April 1950

Produced April 1950

10/1/50	10/1/50	10/1/50	10/1/50
10/1/50	10/1/50	10/1/50	10/1/50
10/1/50	10/1/50	10/1/50	10/1/50
10/1/50	10/1/50	10/1/50	10/1/50
10/1/50	10/1/50	10/1/50	10/1/50
10/1/50	10/1/50	10/1/50	10/1/50
10/1/50	10/1/50	10/1/50	10/1/50
10/1/50	10/1/50	10/1/50	10/1/50
10/1/50	10/1/50	10/1/50	10/1/50
10/1/50	10/1/50	10/1/50	10/1/50

WRC



Sorrel Mare—foaled 1955

La Roja—P-70,078

{ Hired Hand's Cardinal—P-38,194
Rosa Linda—P-24,073

LOT 7—COLT

Red Chestnut

LOT 10—FILLY

Chestnut

Foaled March 1958

HIRED HAND
P-2495

{ Old Sorrel
P-209
Water Lily
P-168

Sirena Rita
74,011

{ Peppy
P-212
Chicharita Segunda
126 C

Purchaser..... \$.....

Foaled May 1958

HIRED HAND'S CARDINAL
P-38,194

{ Hired Hand
P-2495
Listona Azule
P-6460

Lupe De Riche
P-73,824

{ Macanudo
P-211
Lupe
P-61

Purchaser..... \$.....

LOT 8—FILLY

Chestnut

LOT 11—FILLY

Dark Chestnut

Foaled May 1958

HIRED HAND
P-2495

{ Old Sorrel
P-209
Water Lily
P-168

La Recortada
P-6549

{ Joe Moore
P-1856
Aloha

Purchaser..... \$.....

Foaled April 1958

HIRED HAND'S CARDINAL
P-38,194

{ Hired Hand
P-2495
Listona Azule
P-6460

Almita
P-120

{ Old Sorrel
P-209
Clegg Mare

Purchaser..... \$.....

LOT 9—COLT

Chestnut

LOT 12—FILLY

Bay

Foaled April 1958

HIRED HAND
P-2495

{ Old Sorrel
P-209
Water Lily
P-168

La Paja
75,815

{ Peppy
P-212
Mare by Little Richard
P-17

Purchaser..... \$.....

Foaled May 1958

HIRED HAND'S CARDINAL
P-38,194

{ Hired Hand
P-2495
Listona Azule
P-6460

Marchita
14,564

{ Turtle
Beggar's Maid
4291

Purchaser..... \$.....



A gentle and friendly group of horses and riders.

20-10-1011

10-10-1011

10-10-1011

10-10-1011

10-10-1011

10-10-1011

10-10-1011

10-10-1011

10-10-1011

10-10-1011

10-10-1011

10-10-1011

10-10-1011

10-10-1011

10-10-1011

10-10-1011

10-10-1011

10-10-1011

10-10-1011

10-10-1011

10-10-1011

10-10-1011

10-10-1011

10-10-1011

10-10-1011

10-10-1011

10-10-1011

10-10-1011

10-10-1011

10-10-1011

**LOT 21—COLT****Chestnut****Foaled May 1958**

EL SHELTON
77,187..... { Hired Hand
P-2495
Shelton #1 Appendix

Fantasma
P-27,051..... { Rey Del Rancho
P-7340
Black Lake
P-164

Purchaser..... \$.....

LOT 22—FILLY**Light Chestnut****Foaled April 1958**

EL SHELTON
77,187..... { Hired Hand
P-2495
Shelton #1 Appendix

Redomita Mia
P-27,213..... { Wimpy
P-1
La Redoma
27,150

Purchaser..... \$.....

LOT 23—COLT**Chestnut****Foaled April 1958**

EL SHELTON
77,187..... { Hired Hand
P-2495
Shelton #1 Appendix

Cartulina Chichita
27,020..... { Wimpy
P-1
Cartulina
95-C

Purchaser..... \$.....

LOT 25—COLT**Chestnut****Foaled May 1958**

REY DEL RANCHO
P-7340..... { Ranchero
P-215
Panda De La Tordia
6472

La Corona
P-7336..... { Chapultepec
Lupe Mare

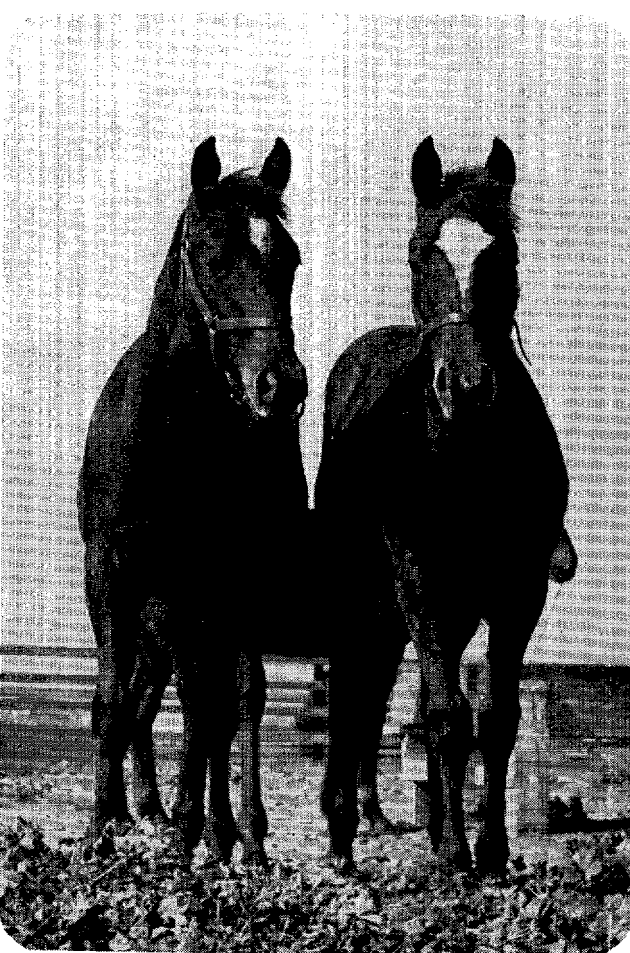
Purchaser..... \$.....

LOT 26—COLT**Chestnut****Foaled April 1958**

REY DEL RANCHO
P-7340..... { Ranchero
P-215
Panda De La Tordia
6472

Pico Blanca
31,880..... { Tomate Laureles
P-19
Juan Chino Mare

Purchaser..... \$.....

**Two yearlings in the 1958 sale.****LOT 27—FILLY****Dark Chestnut****Foaled May 1958**

REY DEL RANCHO
P-7340..... { Ranchero
P-215
Panda De La Tordia
6472

Calandria K
23,126..... { Tino
P-214
Tordia De Garcia

Purchaser..... \$.....

LOT 28—FILLY**Chestnut****Foaled Spring 1958**

REY DEL RANCHO
P-7340..... { Ranchero
P-215
Panda De La Tordia
6472

La Dama De Laureles
23,136..... { Peppy Jr.
P-360
La Tora

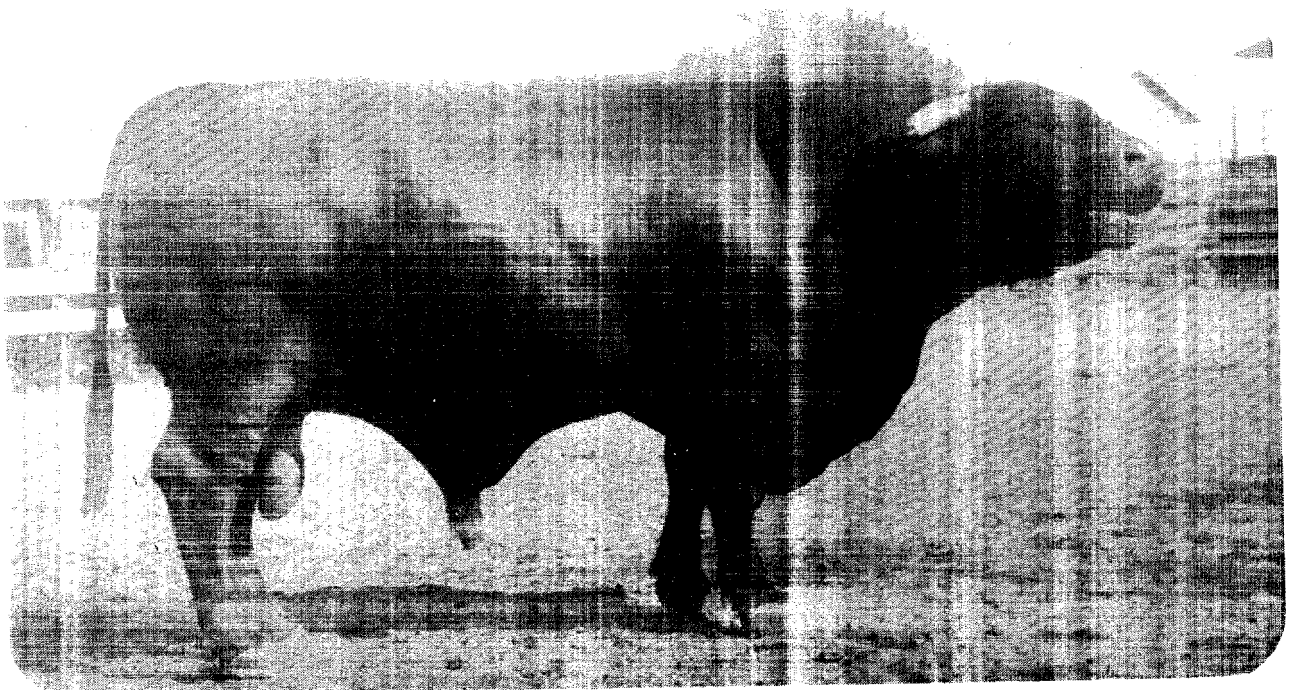
Purchaser..... \$.....



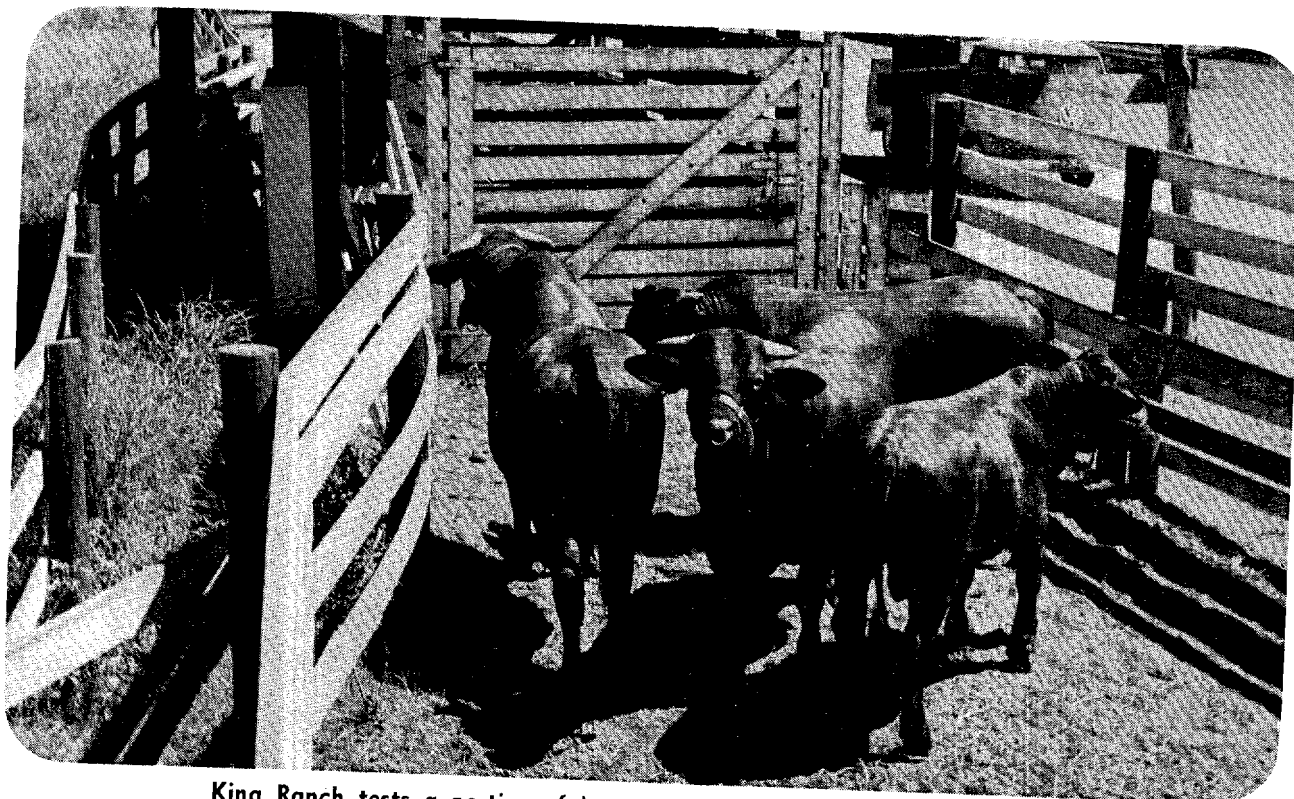


These two-year-old Santa Gertrudis bulls were a part of our offering in the 1958 auction.

KING RANCH makes every effort to offer the prospective buyer at the annual King Ranch auction the best available breeding stock.

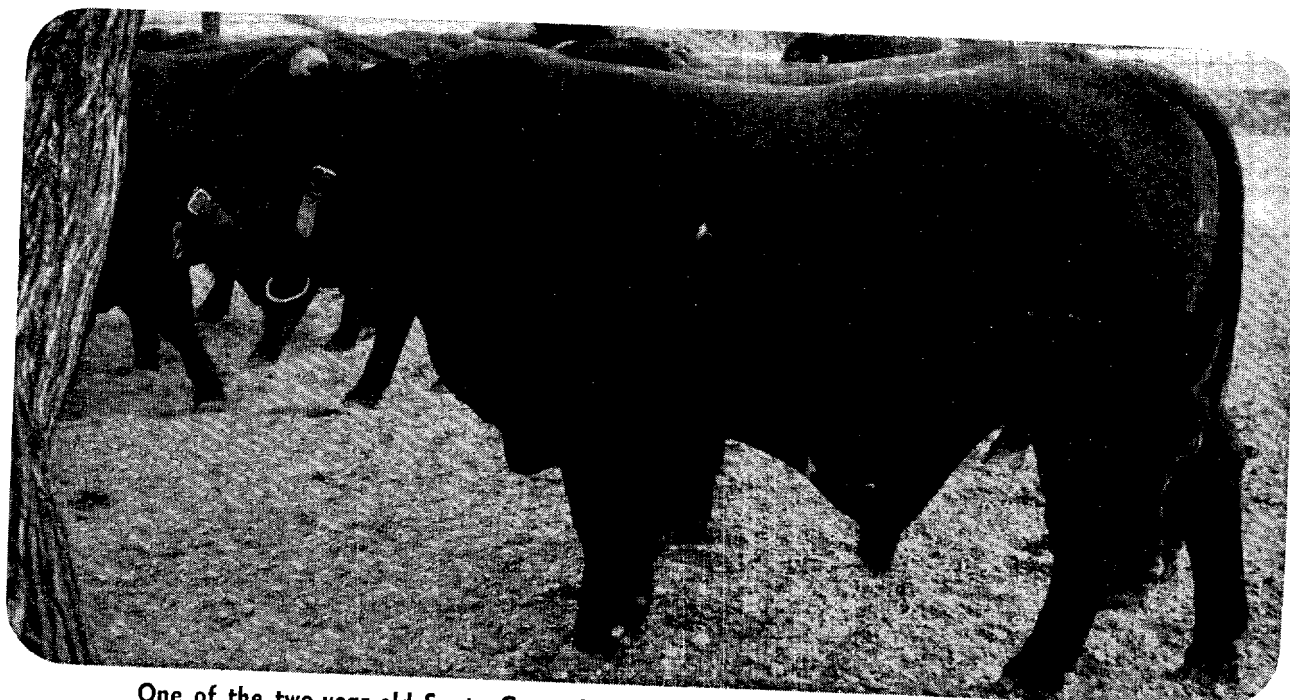


Toro, one of the Santa Gertrudis bulls presently being used in a single sire herd

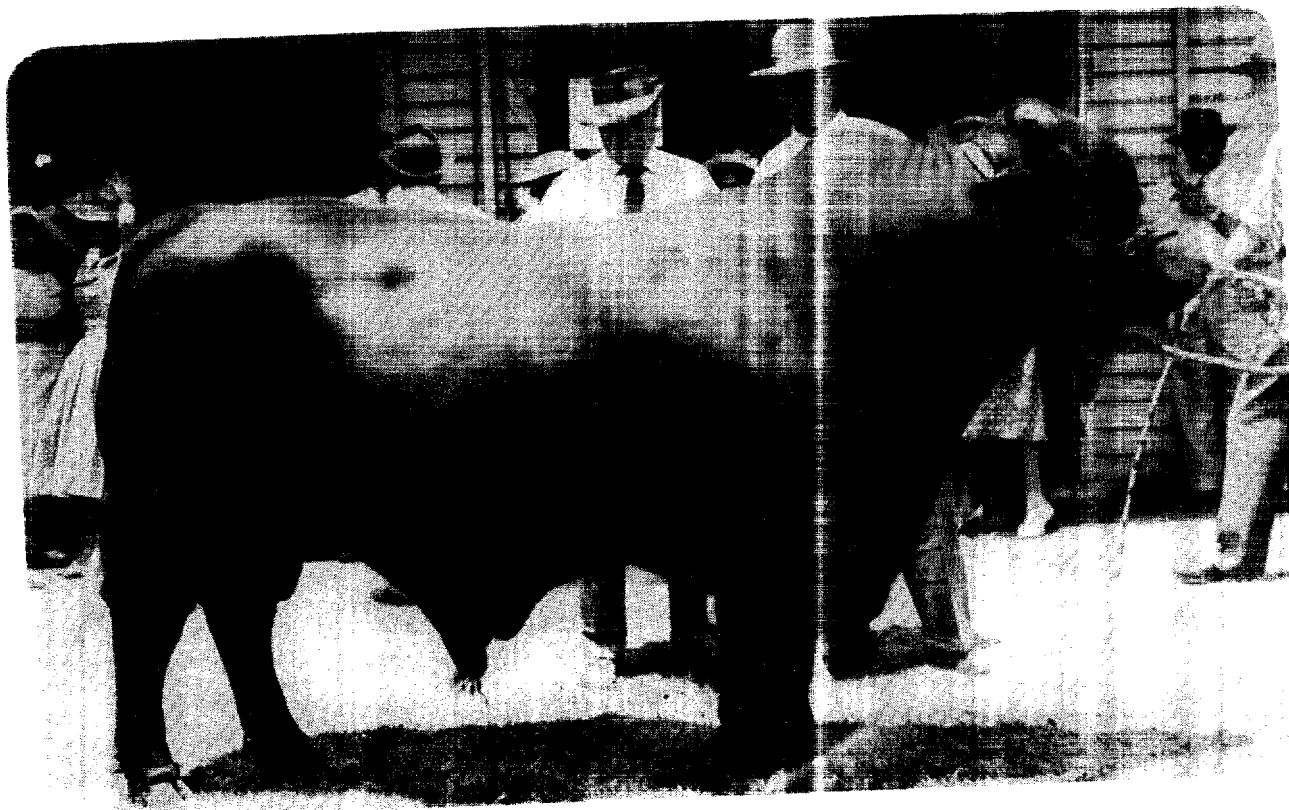


King Ranch tests a portion of its prospective herd sires for rate-of-gain. This practice is in keeping with ranch policy of using sound testing methods to constantly improve the performance in its breeding herds.

The bulls, offered in this sale have been fitted, groomed, broken to halter, and fertility tested. They will average an age that will make them ready to place in the buyer's breeding herd.



One of the two-year-old Santa Gertrudis bulls that make up the 1959 auction offering.



Risdon Commander, two-year-old Santa Gertrudis bull sold at the King Ranch, Australia, auction in 1957.

A FOREIGN REPORT ON THE SANTA GERTRUDIS

CUBA: Eight years ago a shipload of Santa Gertrudis heifers and bulls and equipment for marabou clearing went to Cuba where the King Ranch has since not only maintained a stud herd, but has carried out a program of cross-breeding with the best native Criollo cattle available to it.

We had the privilege of playing a part in the formation of the S.A.C. (Association of High Quality Beef) founded for the purpose of supplying steer meat of good quality to an expanding market in the hotels, clubs, supermarkets, etc. of Havana and other large cities.

AUSTRALIA: Seven years ago a shipload of 200 Santa Gertrudis heifers and 75 Santa Gertrudis bulls arrived in Australia. Enough bulls were retained to establish a stud herd in Queensland, 12 were sold at auction and the rest put into commercial herds of good quality Shorthorn cows. The average prices of last year's auction constituted an all time record for any breed with the top price bull bringing \$8,232.00 and with an average of \$5,811.40.

In 1957 King Ranch, Australia, was awarded the championship in the carcass contest for a pen of



three steers entered at the Royal Agricultural Society of New South Wales Fat Stock Show. The steers were pasture fattened and had no permanent teeth. They defeated, in open competition, against all breeds, steers having up to four teeth. Comments of the judges were:

"Handy weights, good conformation, full color, ideal for the trade."

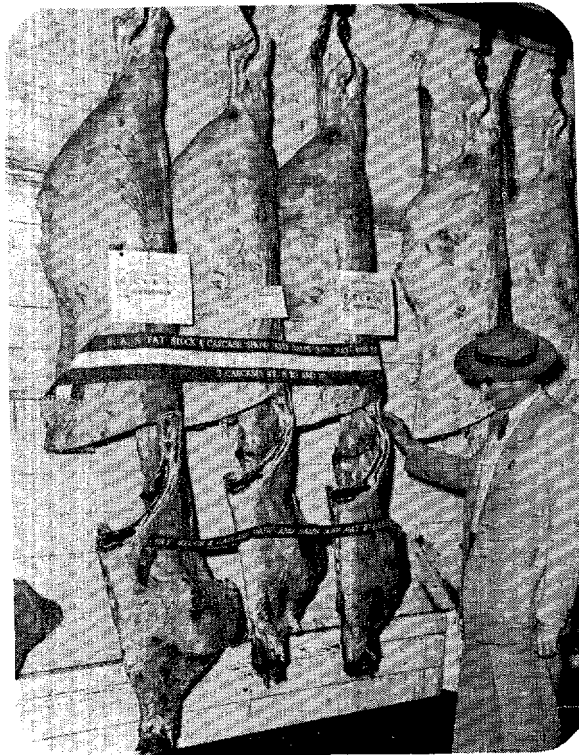
"They have a ton of bloom, meat where it is wanted, that is, on the loin and hind quarters."

"For texture, color and depth of flesh, I cannot go past them."

King Ranch, Australia, auctioned a pen of three Santa Gertrudis Shorthorn steers, average age 27 months, at the Brisbane Royal National Show, 1958. They brought the top price at the auction. Their average dressed weight was 817 pounds.

Other breeders of Santa Gertrudis cattle in Australia have had similar experiences. G. A. Greenup exhibited a total of 15 first cross Santa Gertrudis steers at three different shows, winning 12 first prizes and several championship awards. F. G. and Z. Schmidt exhibited 8 first cross Santa Gertrudis x Shorthorn cows, aged 2½ to 3 years, at the Cunnamulla Show, winning all first prizes and championship awards. Extreme drought conditions had prevailed in Australia for 12 months prior to the show with only 2 inches of rain in most areas.

BRAZIL: A stud herd was established in Brazil six years ago where Santa Gertrudis bulls are now also being used in a crossbreeding program, in this instance with Zebu cows. We are still in the process of building up our own herd to stock our pastures as the jungle is cleared, and the land is put in pasture. For this reason we are not yet able to offer Santa Gertrudis bulls to other Brazilian



The championship carcasses exhibited by King Ranch, Australia, at the Royal Agricultural Society of New South Wales Fat Stock Show, 1957.

breeders. The first cross Santa Gertrudis steers were marked from the fazenda in 1958 at two years instead of the customary three to five years.

COLOMBIA: The outstanding records made by Santa Gertrudis cattle abroad are not confined to Australia. A Colombian breeder, Enrique Lievano, reports that his bull, "Yuma Eros," son of a King Ranch bull, gained an average of 3.25 pounds daily during a 126 day test. Later, the first two sons of this bull gained an average of 3.42 pounds daily and his first three daughters 2.92 pounds daily, both on 95 day test, for an overall average of the five progeny of 3.12 pounds daily. In all cases, the cattle were on pasture with supplemental feeding.





Santa Gertrudis bulls soon to embark for the Argentine.

KING RANCH EXPANDS IN LATIN AMERICA

Argentina ranks among the leading beef producing countries of the world. With a large area, progressive population, temperate as well as tropical zones and climates, it is no wonder that for years Argentina stood at the head of the beef exporting countries. Their herds are high in quality and quantity, founded on the best of British blood which has been constantly replenished.

The King Ranch recently bought a ranch of 25,000 acres, capable of carrying in excess of 10,000 cattle, in an area considered to be as desirable a cattle breeding land as can be found anywhere. An initial shipment of high quality bulls and heifers for the purpose of founding a stud herd is now ready to leave any day. The bulls will also

be crossed with the best cows of British breeds available to us.

The move to Argentina follows similar ones in Australia, Cuba, and Brazil. For years ranchers came to the King Ranch to see the Santa Gertrudis for themselves. This created a demand for the breed in foreign lands. In too many cases there were difficulties, such as insufficient dollar exchange and transportation cost, which made difficult the full use of the Santa Gertrudis abroad. These are some of the reasons why we have expanded internationally to our present extent. The King Ranch and other Santa Gertrudis breeders are anxious to make available, close at hand, to cattlemen everywhere the best possible breeding stock.



RESULTS OF CATTLE SALE

Chain No.	Purchaser	Price
301	\$.....
302	\$.....
303	\$.....
304	\$.....
305	\$.....
307	\$.....
311	\$.....
312	\$.....
314	\$.....
315	\$.....
316	\$.....
317	\$.....
318	\$.....
319	\$.....
320	\$.....
321	\$.....
323	\$.....
325	\$.....
326	\$.....
328	\$.....
329	\$.....
330	\$.....
396	\$.....
397	\$.....
398	\$.....

Total \$ Average \$ Top \$





RESULTS OF HORSE SALE

Lot No.	Purchaser	Price
1.	\$
2.	\$
3.	\$
4.	\$
5.	\$
6.	\$
7.	\$
8.	\$
9.	\$
10.	\$
11.	\$
12.	\$
14.	\$
16.	\$
17.	\$
18.	\$
19.	\$
20.	\$
21.	\$
22.	\$
23.	\$
25.	\$
26.	\$
27.	\$
28.	\$

Total \$ Average \$ Top \$



3



3